



Station Order Planned Parenthood Action Fund 2012

Market: Washington, DC

Flight Dates: Wednesday, June 06, 2012 to Tuesday, June 12, 2012

Estimate ID

11192

Contact: Susan Petro/Barbara Monares

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Phone: 703-236-9552

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Direct: 703-236-9212

WJLA-TV

Program Name	DP	Days		Gross Rate	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
		Length			Jun 06	Jun 07	Jun 08	Jun 09	Jun 10	Jun 11	Jun 12	
WJLA 6a News	EM	M-F		\$800.00	1		1				1	3
6:00 AM 7:00 AM		30		\$2,400.00								
Good Morn America	EM	M-F		\$1,000.00	1	1	1			1	1	5
7:00 AM 9:00 AM		30		\$5,000.00								
WJLA 5p News	EN	M-F		\$1,000.00			1					1
5:00 PM 6:00 PM		30		\$1,000.00								
WJLA 6p News	EN	M-F		\$1,200.00		1					1	2
6:00 PM 6:30 PM		30		\$2,400.00								
Wheel of Fortune	PA	M-F		\$2,000.00	1		1			1		3
7:00 PM 7:30 PM		30		\$6,000.00								
Jeopardy	PA	M-F		\$2,600.00		1					1	2
7:30 PM 8:00 PM		30		\$5,200.00								
Bachelorette	PT	M		\$7,500.00						1		1
8:00 PM 10:00 PM		30		\$7,500.00								
WJLA 11p News	LN	M-F		\$2,400.00	1							1
11:00 PM 11:30 PM		30		\$2,400.00								
Station Gross Totals				\$31,800.00	4	3	4			3	4	18

Rachael Beale

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

703-877-2000 303-764-9958 Fax

rachael@mediastrategies.com

Date/Time Sent: 5/25/2012 8:35:00 AM

WJLA-TV

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WJLA-TV Washington, DC	Date: 5/25/2012
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I, Media Strategies and Research

do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
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SEE ATTACHED SCHEDULE

Date of First Broadcast:	Date of Last Broadcast:
Wednesday, June 06, 2012	Tuesday, June 12, 2012

Total Gross Charges: \$31,900.00

This broadcast time will be used by: **Planned Parenthood Action Fund 2012**

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ **Yes**

☐ **No**



Media Strategies and Research

1580 Lincoln Street, Suite 510
 Denver, Colorado 80203
 (303) 989-4700

11350 Random Hills Road, Suite 670
 Fairfax, Virginia 22030
 (703) 877-2000

For Programming that "communicates a message relating to any political matter of national importance, list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For Programming that "communicates a message relating to any political matter of national importance, attach Agreed Upon Schedule.

I represent that the payment for the above described broadcast time has been furnished by:

Planned Parenthood Action Fund 2012

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

1110 Vermont Ave, NW, Washington, D.C. 20005

Executive Director

202-973-4800 Treasurer: Joseph Davy

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s).

For the above-stated broadcast(s) I also agree to prepare a script, transcript, or tape, which will be delivered to the station prior to the time of the scheduled broadcasts.

To Be Signed By Issue Advertiser

Friday, May 25, 2012

Date



Signature

303-989-4700

Contact Phone Number

To Be Signed By Station Representative

☐ Accepted

☐ Accepted In Part

☐ Rejected

Signature

Printed Name

Title



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